



Replacement Sheet

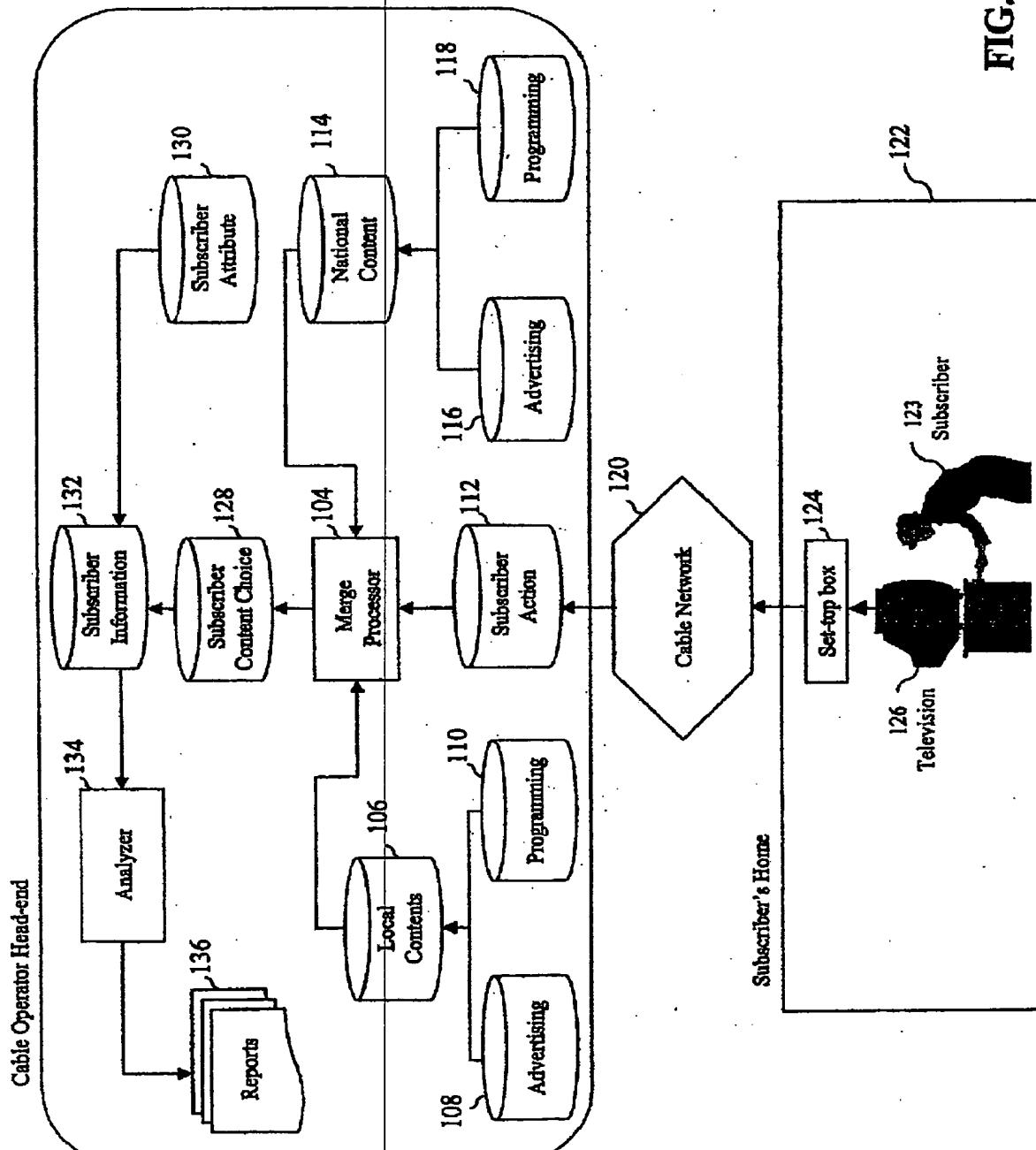
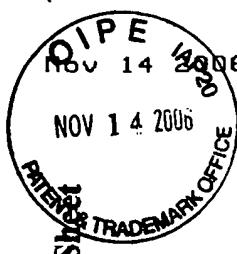


FIG. 1



Replacement Sheet

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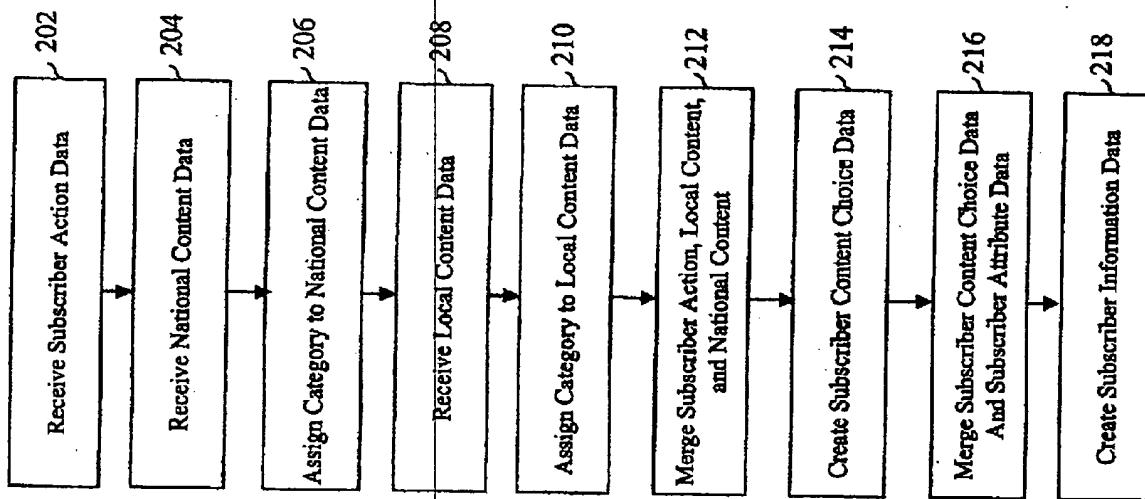


FIG. 2

Replacement Sheet

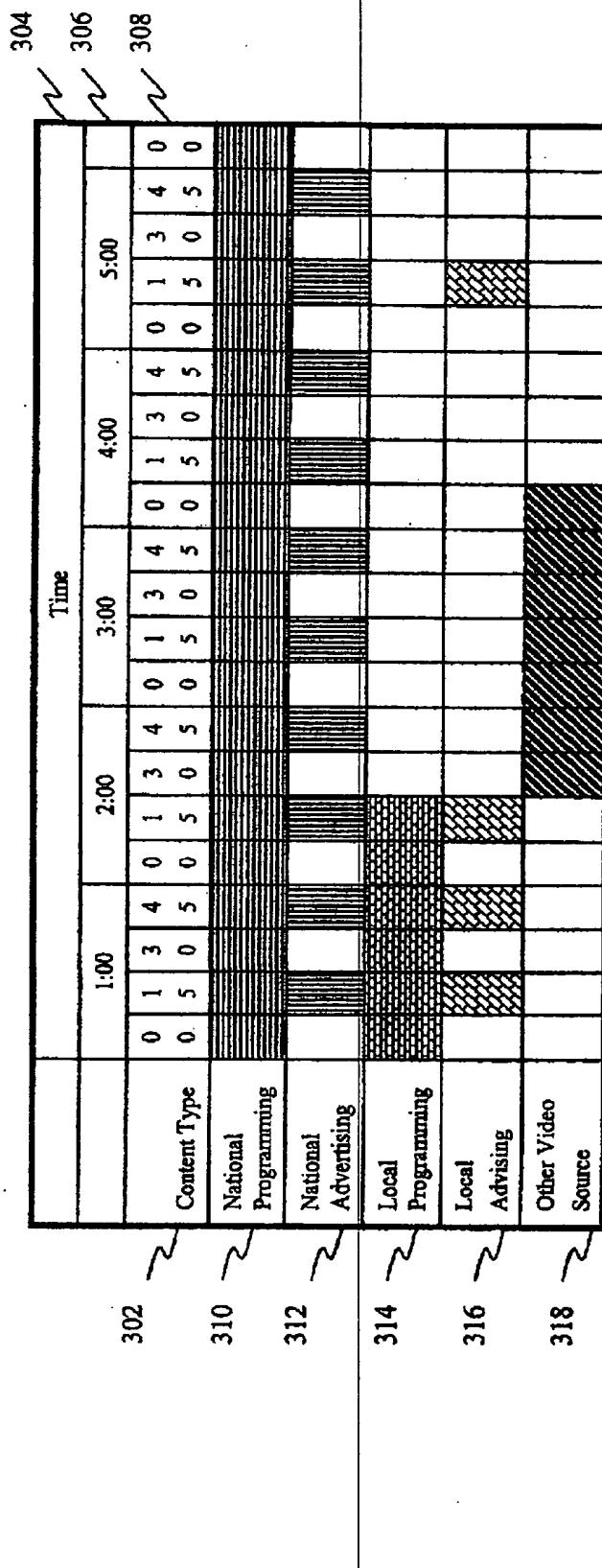


FIG. 3A

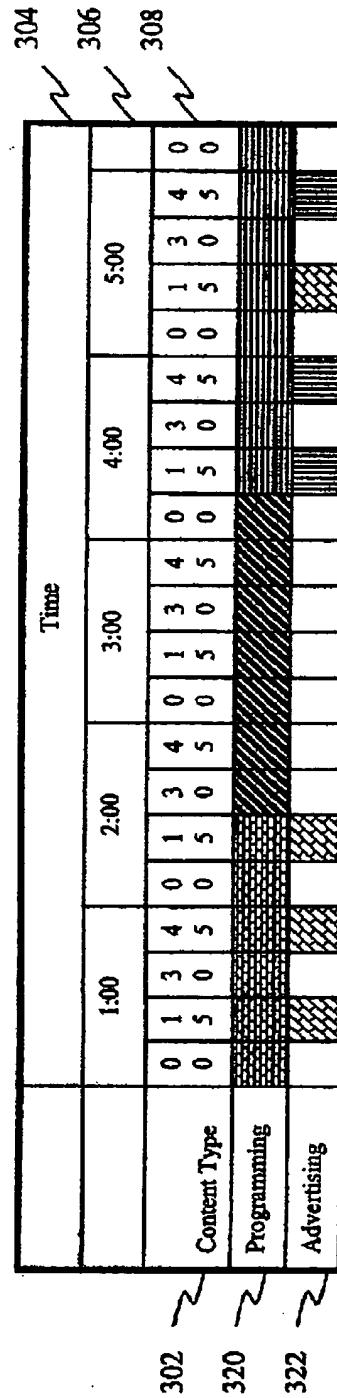


FIG. 3B

Replacement Sheet

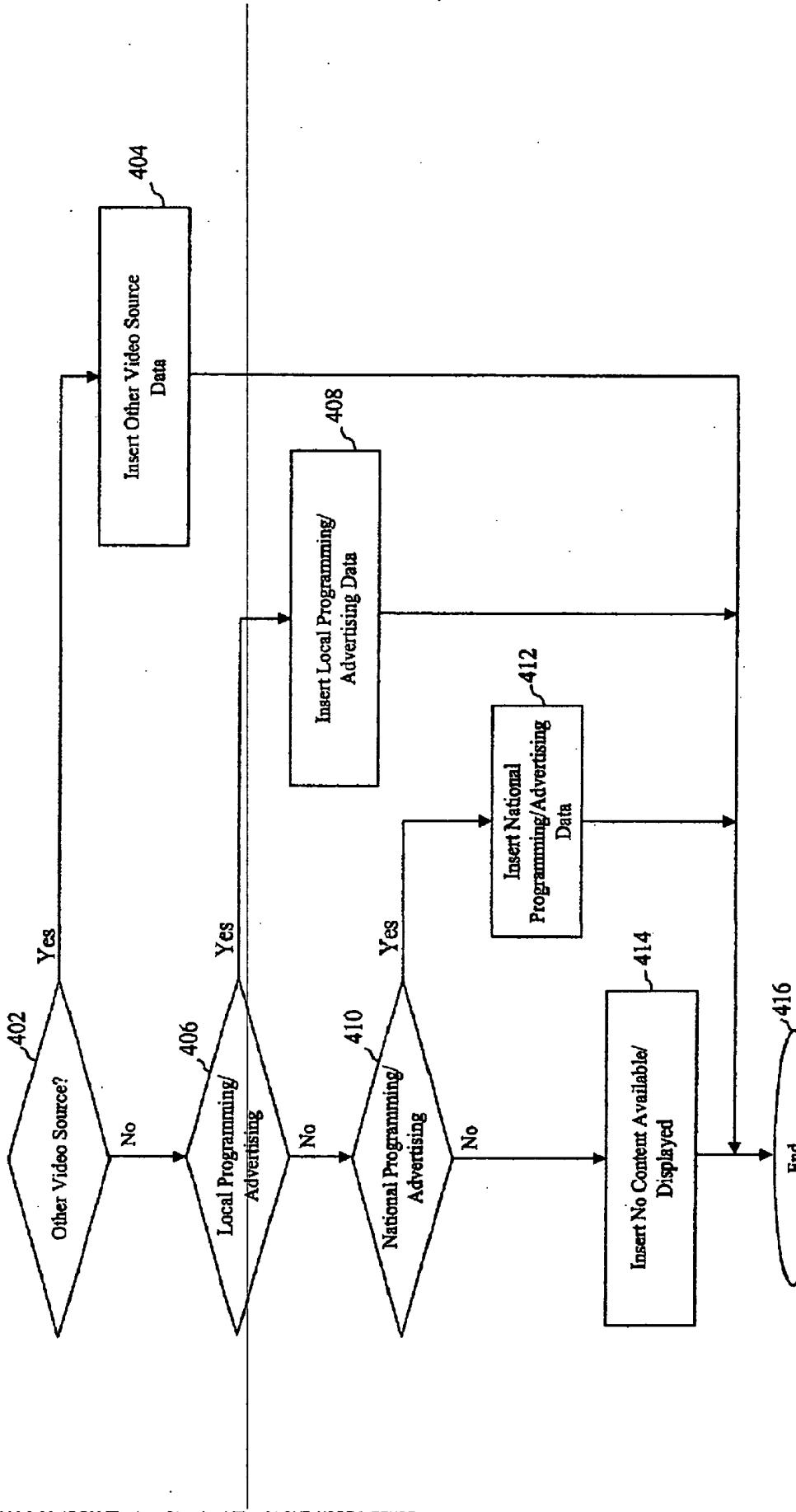


FIG. 4

Replacement Sheet

		Content		
		:00	NCAA Basketball	
	1:00	:15	NCAA Basketball, Local News Ad, Sporting Goods Ad 1, Sporting Event Ad	506
		:30	NCAA Basketball	
		:45	NCAA Basketball, Automobile Ad 1	
		:00	NCAA Basketball	
		:15	NCAA Basketball, Sports Ad, Sports Drink Ad, Automobile Ad 2, PGA Golf Tournament	
	2:00	:30	DVD Movie - Science Fiction	
		:45	DVD Movie - Science Fiction DVD Movie	
		:00	DVD Movie - Science Fiction DVD Movie	508
		:15	DVD Movie - Science Fiction DVD Movie	
	3:00	:30	DVD Movie - Science Fiction DVD Movie	
		:45:	DVD Movie - Science Fiction DVD Movie	
		:00	DVD Movie - Science Fiction DVD Movie	
		:15	NBA Basketball, Automobile Ad 3, Credit Card Ad 1, Airline Ad 1	
	4:00	:30	NBA Basketball	
		:45	NBA Basketball, Tourism Ad 4, Restaurant Ad, Sporting Goods Ad 2	
		:00	NBA Basketball	
	6:00	:15	NBA Basketball, Local Retailer Ad, Sporting Goods Ad 1	510
		:30	NBA Basketball	
		:45	NBA Basketball, Airline Ad 1, Automobile Ad 4, Credit Card Ad 2	
		:00	NBA Basketball	

FIG. 5

Replacement Sheet

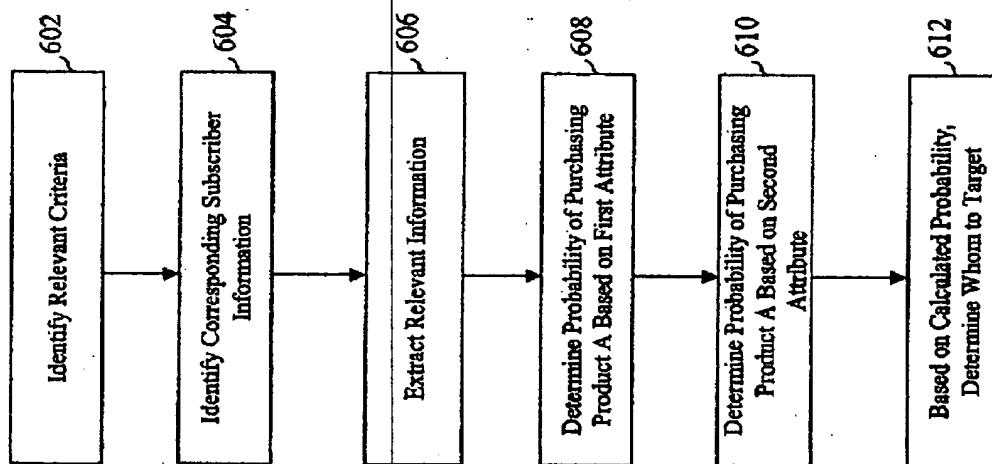


FIG. 6

Replacement Sheet

Subscriber Information	Viewing Pattern	City	Purchased Product A
Database Extract	Show 1	A	Yes
	Show 2	A	Yes
	Show 3	A	No
702	Show 1	B	Yes
	Show 2	B	No
	Show 3	B	No
	Show 1	C	No
	Show 2	C	Yes
	Show 3	C	No

704

706

708

702

FIG. 7A

Probability of Purchasing Product A		
Viewing History	Probability (%)	City
Show 1	66.7	A
Show 2	50.0	B
Show 3	0.0	C

710

712

720

722

724

FIG. 7B

Probability of Purchasing Product A		
Viewing History	Probability (%)	City
Show 1	66.7	A
Show 2	50.0	B
Show 3	0.0	C

FIG. 7C